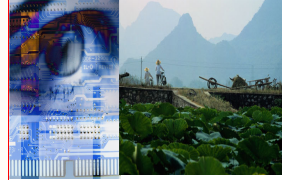


"Personal Health" Workshop

**Responding to the Modern Lifestyle:
A Personal Approach to Health Using
Chinese Medical Science**

**October 15, 2007
Fragrant Hill Hotel
Beijing, China**



Traditional approaches to health and medicine are not outdated. By contrast, these approaches could be the key to helping us continue to enjoy the successes of our advancing economies and societies.

Despite advances in science and medicine, modern life makes it difficult for us to stay healthy. Sedentary workspaces and counter-intuitive insurance and other policies do little to incentivize healthy behavior. Traditional Chinese Medicine (TCM) approaches to health and medicine can provide us with guidance and support in dealing with such challenges. Paradoxically, as countries in Asia become world leaders in economic development and innovation, they are moving farther away from the very traditions that helped to build their strong societies in the past. For example, there are debates even within China about whether or not TCM should continue to have an official place within the country's health system.

The October Beijing workshop will provide a unique opportunity to bring together stakeholders from across the globe to exchange perspectives and develop practical solutions to the challenges outlined above.

Participants and Cost

- The Workshop will welcome 80 leaders from Chinese medicine, science, policy, industry, medicine, and public health. Participation is by invitation only.
- We will be delighted to cover the costs of your accommodation at the Fragrant Hill Hotel on the nights of October 14 and 15, as well as your airport transfers in Beijing and meals during the workshop.
- Registration will begin at 5pm on October 14, with an opening reception and preview discussion.

Contact Information

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Tentative Agenda

October 14 (evening)

Registration & Workshop Preview Discussion
Welcome Reception

October 15

Opening Remarks

Leroy Hood, President, Institute for Systems Biology

Session I: Personal Health

Responding to the Modern Lifestyle: A Personal Approach to Health Using Chinese Medical Sciences

Session II: Behavior and Technology

- How can we use a personal health approach to educate individuals and influence their behavior?
- What role can information and other technologies play? What role can industry play?

Session III: Policy and Health Systems

- How can we incorporate a personal, preventive health approach into healthcare systems?
- How can policy facilitate this approach?

Session IV: The Economic Case

- How do we make the economic case for personal health to both individuals and policymakers?
- How do we measure cost savings from improved health outcomes?

Presented by:



Sponsored by:



Workshop Advisory Committee

Hongxin Cao

President, China Academy of Chinese Medical Sciences

Michael Birt

Director Center for Health and Aging, National Bureau of Asian Research

Donald Short

Vice President, The Coca-Cola Company

Maurice Arnaud

Executive Director, Beverage Institute for Health and Wellness, The Coca-Cola Company

Yongyan Wang

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Keji Chen

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Jianzhong Sun, President, China Academy of Military Medical Sciences

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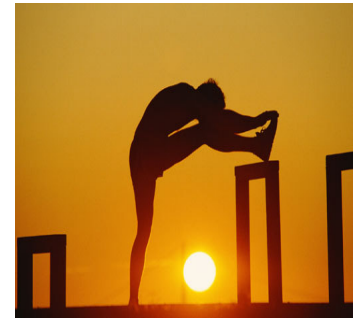
Center for Health and Aging, The National Bureau of Asian Research

Workshop History and Genesis

“Personal Health” Connection

The 2006 Pacific Health Summit featured Traditional Medicine as a key component of its discussions. Indeed, the “East Meets West: Staying Healthy vs. Curing Disease” discussion session in 2006 traces its origin back to a plenary panel discussion titled “East Meets West: Personal Health” at the inaugural Summit in June 2005. That spirited panel discussion explored how science, medicine, technology, and industry could bridge and integrate differing Western and Eastern approaches to human health to promote wellness and better disease management.

The 2005 “East Meets West” panel discussion also launched the Personal Health: East Meets West Workgroup, which produced its first publication, *Integrating People and Approaches Toward Early Health*, for Summit 2006. The publication features an essay by Dr. **Hongxin Cao**, President of the China Academy of Chinese Medical Sciences. Using this publication as a jumping-off point, speakers at the “East Meets West: Staying Healthy Curing Disease” session discussed the evolving integration of Eastern and Western approaches to medicine, and the benefits of that integration. For example, participants explored how the personalized element of TCM can help physicians detect diseases earlier than if they rely solely on modern diagnostic tools.



Importantly, the 2006 discussion revealed a keen interest in Traditional Medicine among clinicians, scientists, policymakers, and industry officials from across the globe. All expressed immense enthusiasm about gathering again in 2007 to discuss the benefits of TCM for modern health challenges. As a result, Dr. Hongxin Cao, Dr. Michael Birt, Director of the NBR Center for Health and Aging, and Mr. Donald Short, former President of Coca-Cola’s Beverage Institute for Health and Wellness agreed that the China Academy for Chinese Medical Sciences and The National Bureau of Asian Research (the Secretariat for the Summit) would co-present “Responding to the Modern Lifestyle: A Personal Approach to Health Using Chinese Medical Sciences” in Beijing, with support from the Coca-Cola Beverage Institute for Health and Wellness.

At the 2007 Summit, Dr. Zhu Chen expressed sincere support for this work and suggested we should consider using systems biology research methodology in the validation of Chinese medicine theory. Now, the Institute of Systems Biomedicine of Shanghai Jiaotong University has joined forces in co-organizing the forum.



Hongxin Cao



Donald Short



Huaying Zhang